

URL	TEXT AND PHRASE COUNTS
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.	.
.	.
ABC/D	{honda accord,180},{accord,111},{honda accord ex,50},{honda,27},{ex,12},{test drive,8},{edmunds,2}
.	.
.	.
.	.

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FIGURE 11C

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AD_ID=15872; DOC_ID=ABC/D; DOMAIN_ID=ABC;
 TARGETING KEYWORDS = "honda accord," "accord,"
 "honda accord ex," "ex," "test drive," "edmunds," ...
 CREATIVE LINE 1 = "BUY {HONDA ACCORD}"
 CREATIVE LINE 2 = "Low Prices!!! Huge Selection!!!"
 CREATIVE LINE 3 = "www.abc.com/d"

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FIGURE 11D